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ABSTRACT

The Fall 1998 annual survey of new Johnson County Community College (JCCC) students was designed to determine new students' educational objectives and what factors influence new students' decisions to attend JCCC. Surveys mailed to 3874 students identified by the Admissions Office resulted in 713 usable returned surveys. This evaluation reports overall ratings of JCCC, what students liked best and least, newspaper readership, information resources, and methods of registration. Major findings indicate that: (1) approximately 9 in 10 new students rate JCCC as excellent or good, 8% rate it average, and the remaining 3% fair or poor; (2) 42% of students indicate that low cost is an appealing aspect of JCCC, while another 42% note small class size as a major plus; (3) least favorable aspects of JCCC are parking (47%) and the fact that JCCC is a two-year school (30%); (4) the primary education objective of new students is transfer (36%), followed by preparation to change careers (14%); (5) the largest influences on students' decision to attend JCCC are the ability to work while attending, and the courses offered; and (6) the most important sources from which new students hear about JCCC include friend or relative (59%), college catalog (28%) schedule of classes (26%), and letters from the college (26%). Appendices A and B contain tabled results and a copy of the survey instrument. (AS)

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ED 430 646

Fall 1998
New Student Survey

Johnson County Community College
Office of Institutional Research

January 1999

JC990333

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FALL 1998
NEW STUDENT SURVEY

Johnson County Community College
Office of Institutional Research
12345 College Boulevard
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January 1999

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Purpose

In order to help fulfill one of JCCC's mission components, that of serving the current and emerging needs of the residents of Johnson County for higher academic education, the annual survey of *new* JCCC students was conducted in Fall 1998. The survey's objectives included determining *new* students' educational objectives and what factors influence new students' decisions to attend Johnson County Community College. Questions were also asked about new students' preferences for various media to provide information for the college's marketing and advertising efforts.

This survey was conducted for the first time in 1995.

Methodology

Surveys were mailed in early October 1998 to 3874 students who had been identified by the Admissions Office as new JCCC students. In total, 713 usable surveys were returned (reported having no prior classes at JCCC), resulting in a response rate of 18.7%.

Major findings are summarized in the bulleted points and figures on the following pages. Tabled results are in Appendix A and a copy of the survey is in Appendix B. New students' written comments from the surveys are recorded verbatim in a supplement to this report.

Please direct any questions or comments about this survey, as well as requests for the supplement of students' verbatim comments, to:

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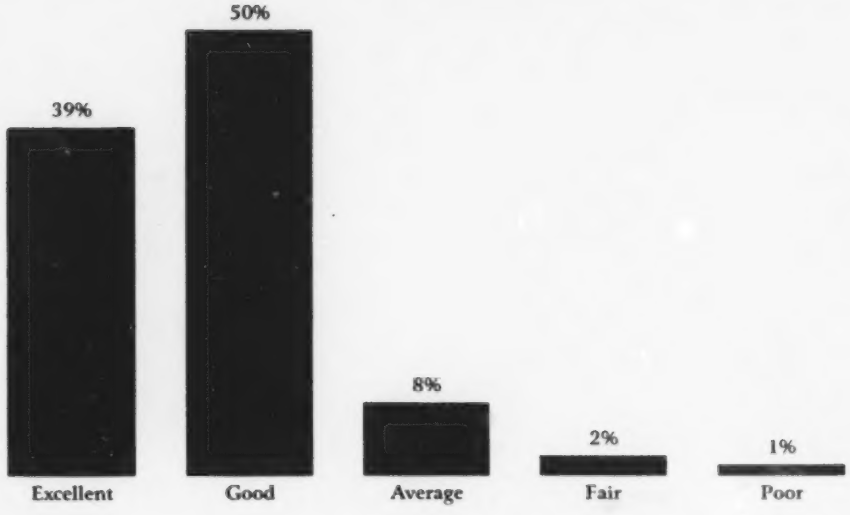
How do new students rate JCCC overall?

- Overall, students' ratings of JCCC are very favorable. Approximately nine in ten new students rate JCCC "excellent" or "good", 8% "average", and the remaining 3% "fair"or "poor". (See Table 1, Appendix A, and Figure 1, below.)

Figure 1
Overall Rating of JCCC

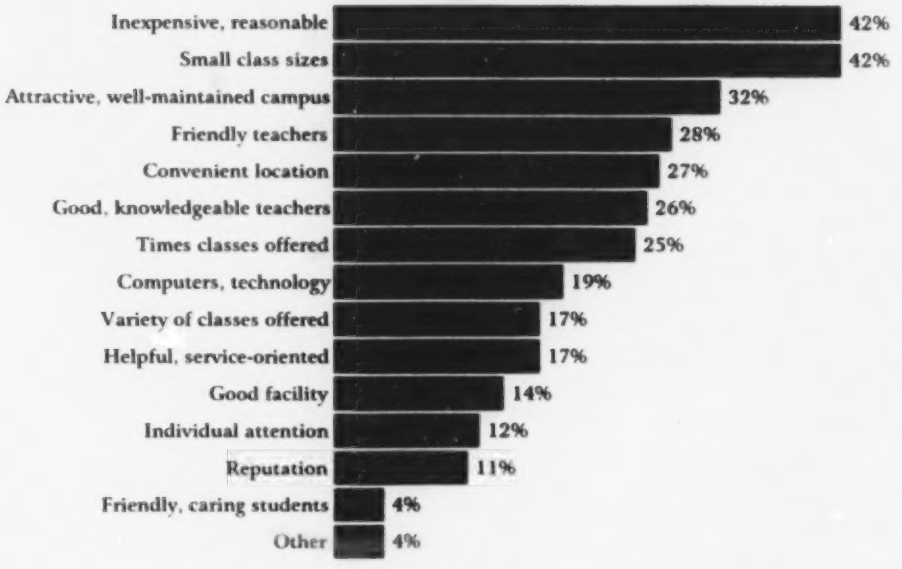


What do new students like best about JCCC?

- Students were asked to select three choices representing what they like best about JCCC from a list of fourteen features. Over forty percent of the respondents chose "inexpensive, reasonable" (42%) and "small class sizes" (42%) as what they like best about JCCC. (See Table 2, Appendix A, and Figure 2, below.)

- Other features important to at least one-quarter of the new students surveyed were the attractive, well-maintained campus (32%), friendly teachers (28%), convenient location (27%), good, knowledgeable teachers (26%), and the times classes are offered (25%).

Figure 2
What Students Like Best About JCCC

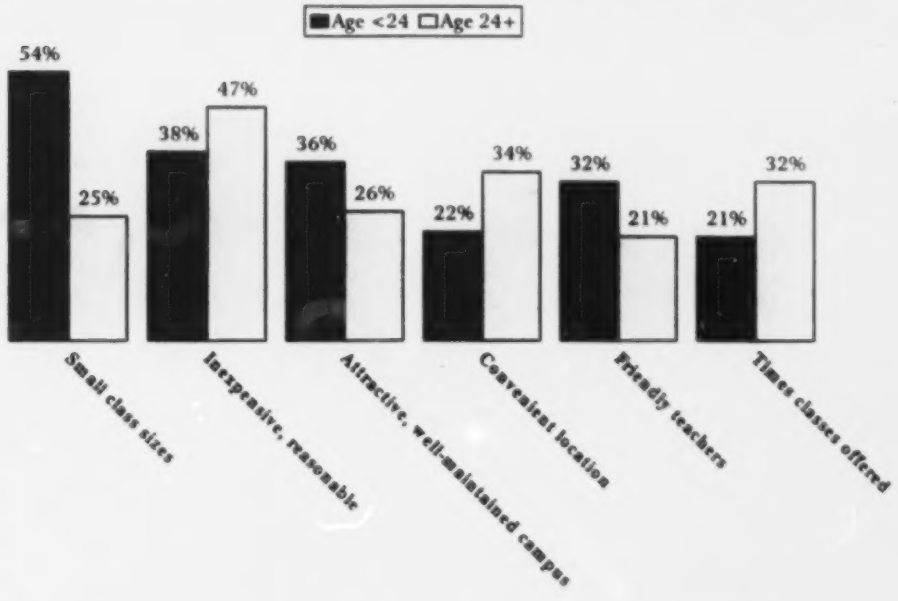


- Differences were apparent between what *traditional students* (age 23 or younger) and what *non-traditional students* (age 24 or older) like best about JCCC. Major differences between these two groups are depicted in Figure 3 on the next page. Twice as many *traditional students* (age 23 or younger) - 54%- place importance on small class sizes than do *nontraditional students* (age 24 or older) - 25%.

- A larger proportion of *nontraditional students* compared with *traditional students* selected the following features as what they like best about JCCC: inexpensive, reasonable (47% vs. 38%), convenient location (34% vs. 22%), and times classes are offered (32% vs. 21%).

- Conversely, 36% of *traditional students* opted for JCCC's attractive, well-maintained campus as what they like best about JCCC, compared with 26% of *nontraditional students*.

Figure 3
Major Differences in What Students Like Best About JCCC by Age Group



WHAT STUDENTS LIKE LEAST

Fall 1998 New Student Survey

What do new students like least about JCCC?

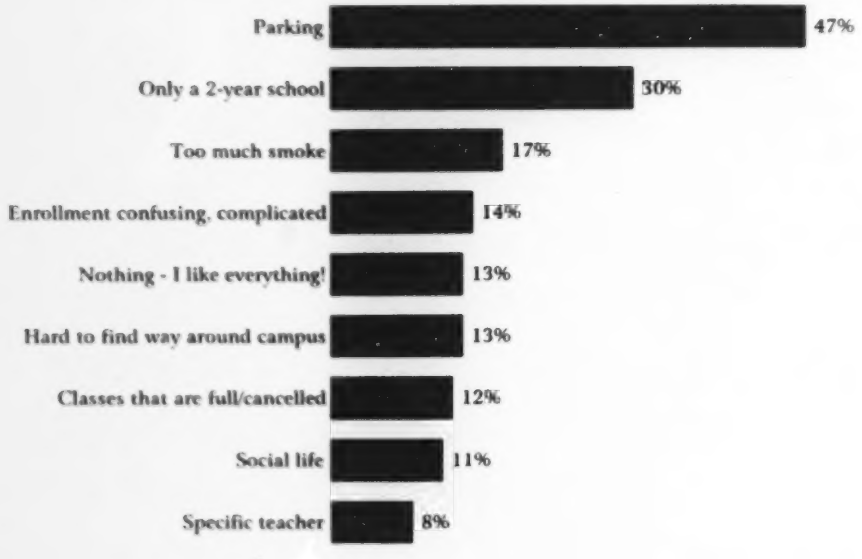
- New students surveyed named parking (47%) and the fact that JCCC is a two-year school (30%) as what they like least about JCCC (see Table 3, Appendix A, and Figure 4, below).

- A wide variety of "dislikes" was reported by the new students. Other than parking and JCCC's status as a two-year school, the most prevalent "dislikes" were:

  -- too much smoke (17%)
  -- enrollment confusing, complicated (14 %)
  -- hard to find way around campus (13%)
  -- classes that are full/canceled (12%)
  -- social life (11%)
  -- specific teacher (8%)

- Thirteen percent of the respondents like *everything* about JCCC!

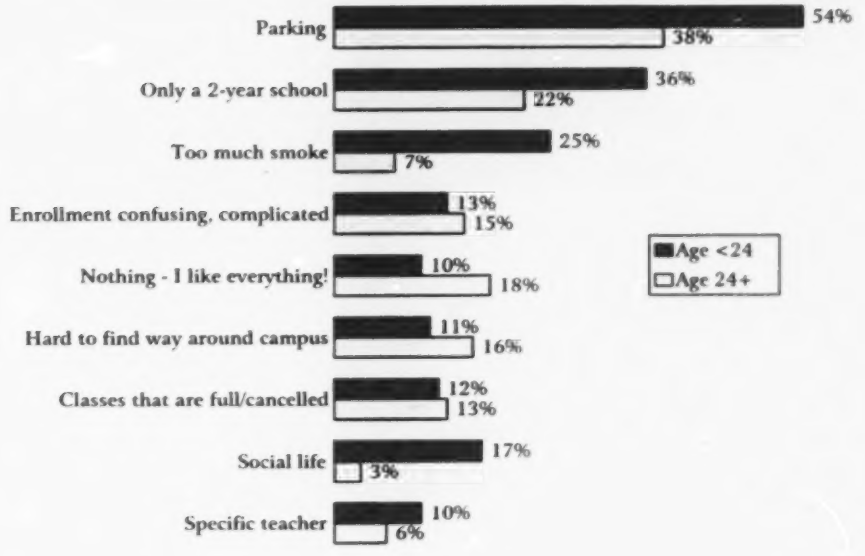
Figure 4
What Students Like Least About JCCC



- Differences in what students like least about JCCC by age are depicted in Figure 5 on the next page. The greatest differences are for parking (54% of *traditional students* like parking least, compared with 37% for *nontraditional students*), JCCC's status as a two-year

school (36% compared with 22%), too much smoke (25% compared with 7%), and the social life (17% compared with 3%).

Figure 5
What Students Like Least About JCCC by Age Group



- In addition to the difference by age group, more males (19%) than females (11%) list what they like least at JCCC as confusing, complicated enrollment (see Table 3, Appendix A).

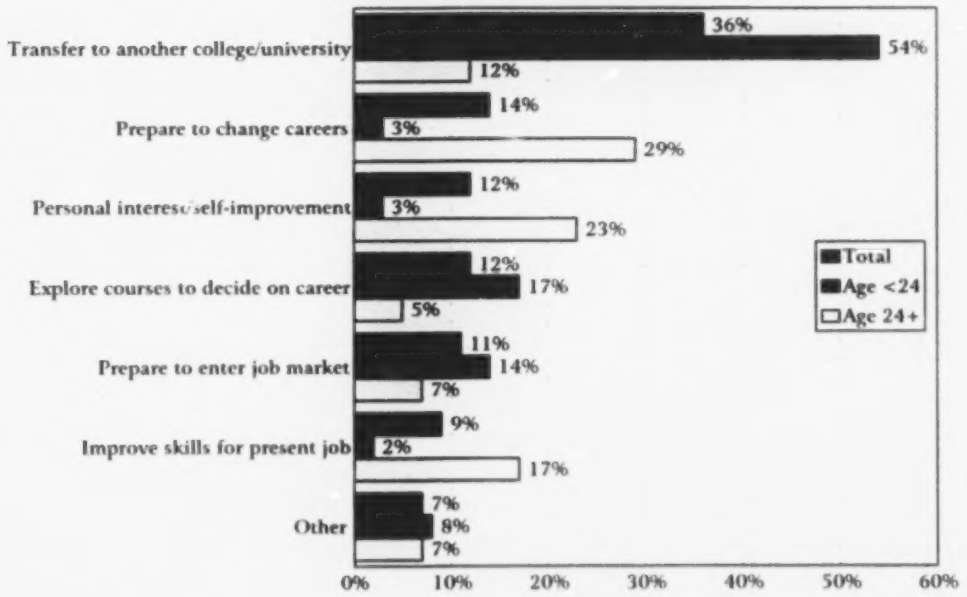
What is the primary educational objective of new students?

- Over one-third (36%) of all new students surveyed indicated transfer to another college or university was their educational objective. Fourteen percent indicated their educational objective was to prepare to change careers. Three other educational objectives were each cited by 11-12% of the new students: personal interest/self-improvement, explore courses to decide on career, and prepare to enter the job market. An additional 9% wanted to improve skills for their present job. Thus, 45% of the respondents indicated a career-related objective (See Table 4, Appendix A, and Figure 6, below.)

- By far the most common educational objective for *traditional students* (those age 23 or younger) was to transfer to another college or university. Fifty-four percent of this group gave this reason for attending JCCC. Secondary objectives for this group included exploring courses to decide on a career (17%) and preparing to enter the job market (14%). (See Figure 6.)

- No single educational objective was cited by a majority of *nontraditional students* (age 24 and older). (See Figure 6.) The two most prevalent objectives for this group were given by 29% and 23% of respondents, respectively: prepare to change careers and personal interest/self-improvement. Also important were improve skills for present job (17%) and transfer to another college/university (12%).

Figure 6
Educational Objective by Age Group

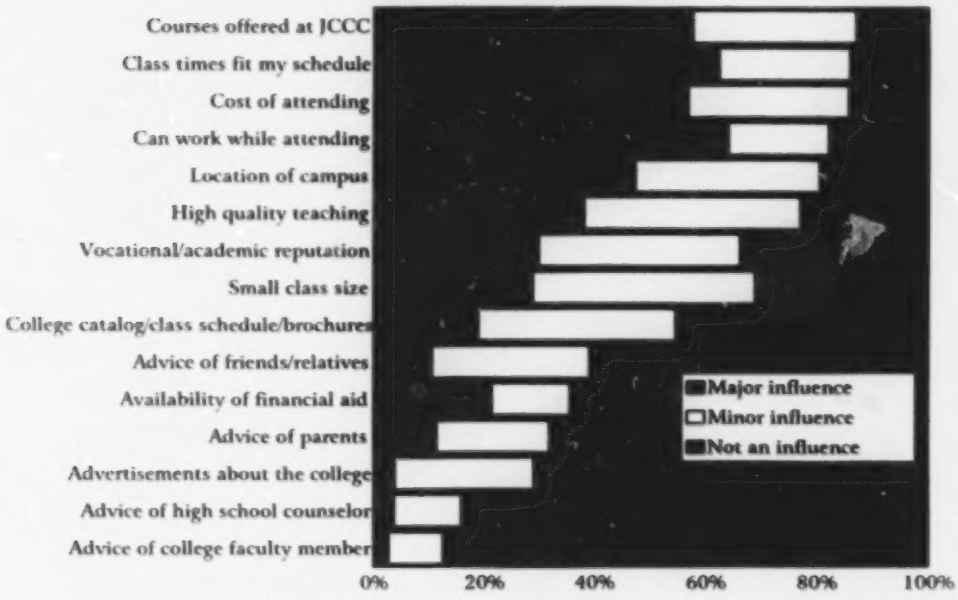


INFLUENCES ON DECISION TO ATTEND *Fall 1998 New Student Survey*

What factors influence new students' decision to attend JCCC?

- Students were asked to indicate how much their decision to attend JCCC was influenced by each of fifteen factors listed on the survey. The following five factors were each cited by more than half of the new students surveyed as a major influence: can work while attending (64%), class times fit my schedule (62%), courses offered at JCCC (58%), and cost of attending (57%). (See Table 5, Appendix A, and Figure 7, below.)

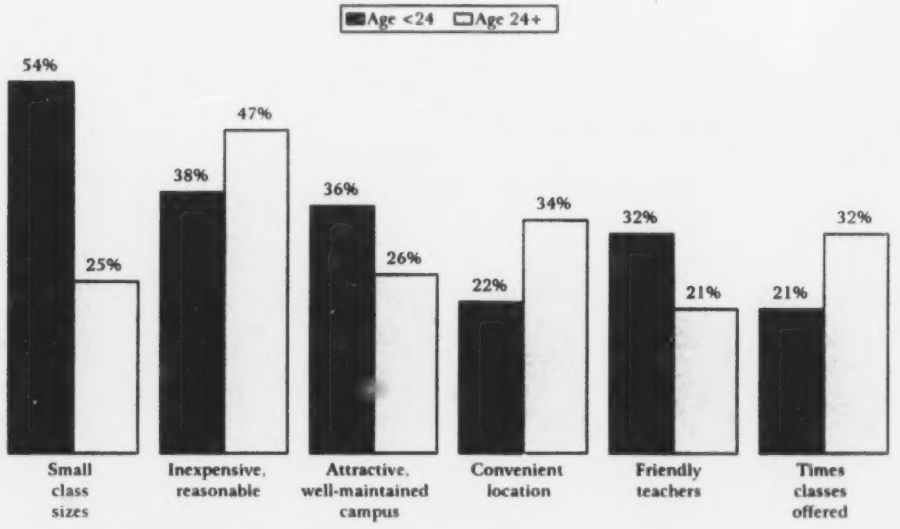
Figure 7
Influences on Decision to Attend JCCC



- In addition to the four major influences listed above, the following were also all listed as a major or minor influence by at least half of the new students surveyed: location of campus (80%), high quality teaching (77%), small class size (69%), JCCC's vocational/academic reputation (66%), and college catalog/class schedule/brochures (55%).

- That *traditional students* are influenced by different factors than are *nontraditional students* is evident by the disparity in the percent who indicated the factor as a major or minor influence in the student's decision to enroll at JCCC (see Figure 8, next page). Small class sizes are an influence for over twice as many *traditional students* than *nontraditional students* (54% compared with 25%).

Figure 8
Influences on Decision to Attend by Age Group



How do new students hear about JCCC?

- The most important sources from which new students heard about JCCC include from a friend or relative (59%), college catalog (28%), schedule of classes (26%), and letters from the college (26%). (See Table 6, Appendix A, and Figure 9, below.)

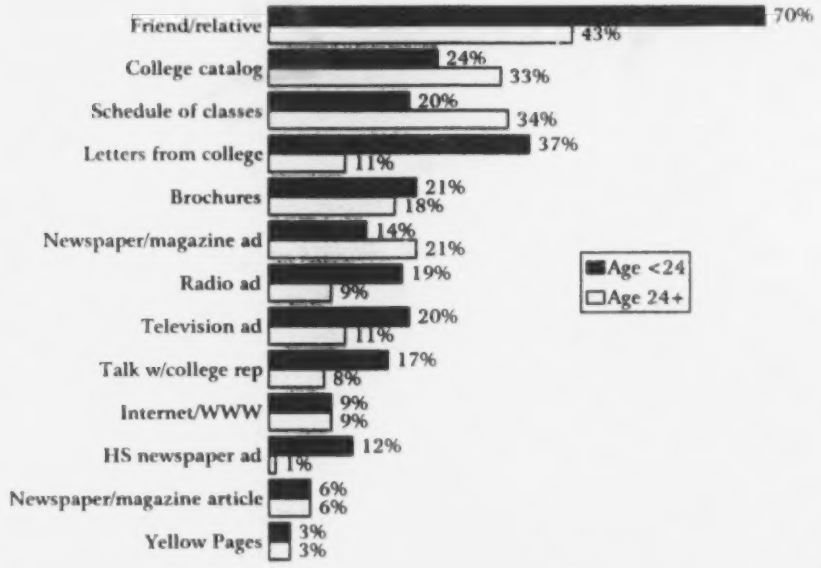
- Although not one of the most important sources, 9% of respondents indicated that the Internet was one of their sources for information about JCCC.

- There are several differences by age in sources from which the students heard about JCCC. Some of these are expected: a higher percentage of *traditional students* (37%) cited, "Letters from the college," as a source than did *nontraditional students* (11%). Also, 12% of *traditional students* reported high school newspaper ads as a source, compared with 1% of the *nontraditional students.* (See Figure 9.)

- Other differences include: 70% of the *traditional students* listed, "From a friend or relative," compared with 43% of the *nontraditional students*; and 20% of the *nontraditional* students heard about JCCC from the schedule of classes compared with 34% of *traditional students*.

- In addition, 20% of the *traditional students* heard about JCCC from a television ad, compared with only 11% of the *nontraditional students*; and 19% of the *traditional students* heard about JCCC from a radio ad, compared with 9% of the *nontraditional students.*

Figure 9
Heard About JCCC From These Sources by Age Group

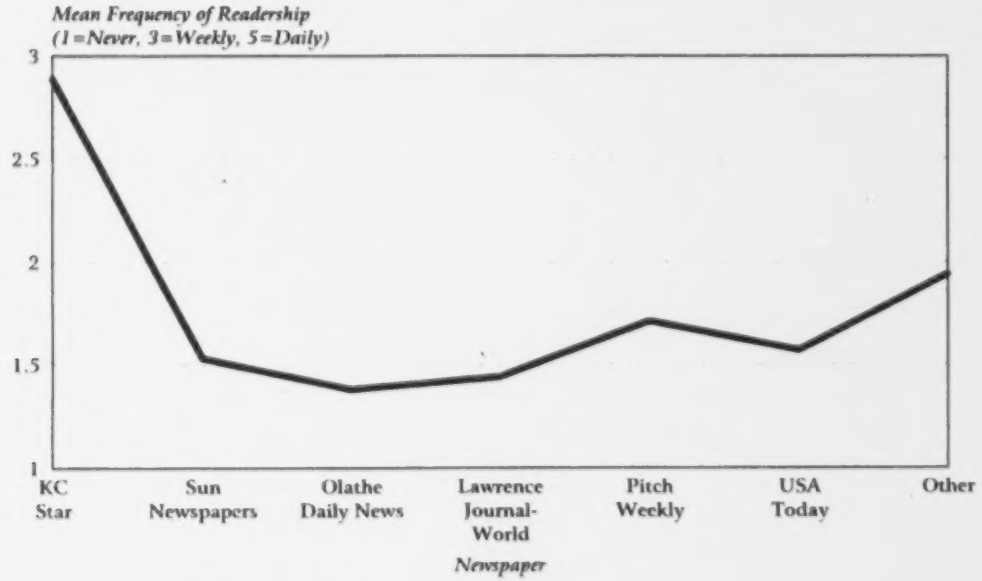


NEWSPAPER READERSHIP FREQUENCY *Fall 1998 New Student Survey*

Which newspapers do new JCCC students read most frequently?

- The average frequency of readership is highest for the *Kansas City Star* (see Table 7, Appendix A, and Figure 10, below).
- The *Kansas City Star* was the most frequently-read newspaper with 30% of new students indicating they read this newspaper frequently or daily, plus an additional 24% reading it weekly (total 54%). (See Table 7, Appendix A.)
- Fewer traditional-age students (46%) read the *Kansas City Star* at least weekly, compared with 64% of students age 24 or older.
- Frequency of readership for Sun newspapers, *Lawrence Journal-World*, and the *Olathe Daily News* is lower, with 13%, 12%, and 9% of students, respectively, reading these newspapers at least weekly.

Figure 10
Mean Frequency of Newspaper Readership



Which radio stations do new JCCC students prefer?

- The top radio station was KMXV-93.3 FM, which was cited by 43% of new students. Six additional radio stations also stand out as those listened to by the highest percentage of new students: KCHZ-FM (36%), KOZN-FM (32%), KLZR-105.9 (32%), KQRC-98.9 (30%), KCFX-101 (27%), and KNXR-FM (26%). (See Table 8, Appendix A, and Figure 11, below.)

- Other radio stations preferred by new students include KBEQ-104.3 (22%), KFKF-94.1 (21%), KUDL-98.1 (20%), and KPRS-103.3 (19%).

- In general, a higher percentage of *traditional* new students listen to the radio than do *nontraditional* new students. *Traditional students'* top radio station was KMXV, which was listened to by 57% of the new students. Other important stations for this group include KCHZ-FM (54%), KLZR (46%), KOZN-FM (42%), KQRC (40%), and KNXR (39%). (See Figure 11, below.)

- *Nontraditional students'* top radio stations include KCFX (28 %), KMXV (24%), and KUDL (21%).

Figure 11
Top Ten Radio Stations by Age Group and Gender

RADIO STATION	TOTAL	AGE <24	AGE 24+	FEMALE	MALE
KMXV-93.3	43%	57%	24%	49%	32%
KCHZ-FM	36	54	13	42	28
KOZN-FM	32	42	19	32	32
KLZR-105.9	32	46	12	29	36
KQRC-98.9	30	40	18	26	38
KCFX-101	27	26	28	22	34
KXNR-FM	26	39	10	24	30
KBEQ-104.3	22	27	15	26	16
KFKF-94.1	21	24	16	26	12
KUDL-98.1	20	19	21	25	10

TV STATION WATCHED MOST OFTEN *Fall 1998 New Student Survey*

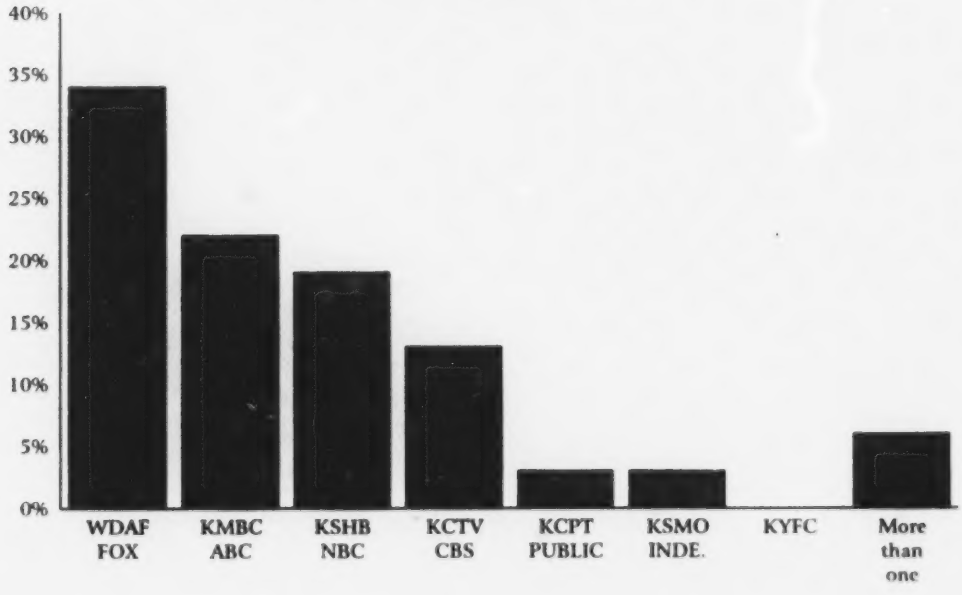
Which TV stations do new JCCC students watch most often?

- The three TV stations watched most often by new students are: WDAF FOX (34%), KMBC ABC (22%), and KSHB NBC (19%). KCTV CBS was next with 13% viewership and was followed by KCPT Public Television (3%) and KSMO Independent Television (3%). Approximately 6% of the new students watched more than one station. (See Table 9, Appendix A, and Figure 12, below.)

- There were large differences in viewership of the top two stations by gender. Forty percent of *male* students preferred WDAF FOX compared with 31% of *female* students; 27% of female students preferred KMBC ABC compared with 16% of *male* students.

- There were some significant differences in TV viewership between traditional and nontraditional students as well. Forty-one percent of *traditional students* (age 23 or younger) preferred WDAF FOX compared to 25% of *nontraditional students*. Twenty-six percent of *nontraditional students* preferred KMBC ABC compared to 20% of *traditional students*.

Figure 12
TV Station Watched Most Often

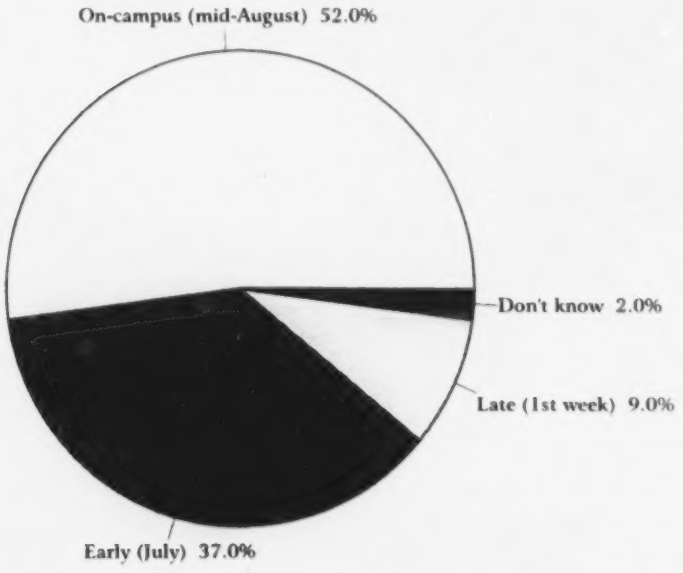


When did new JCCC students register for class?

- Just over half (52%) of new students registered for class on-campus in mid-August, 37% took advantage of early registration in July, and 9% percent registered late during the first week of classes (an additional 2% said they didn't know when they registered or checked more than one answer). (See Table 10, Appendix A, and Figure 13, below.)

- Fewer *nontraditional students* took advantage of early registration than did *traditional students* (32% compared to 40%).

Figure 13
When Students Registered for Classes

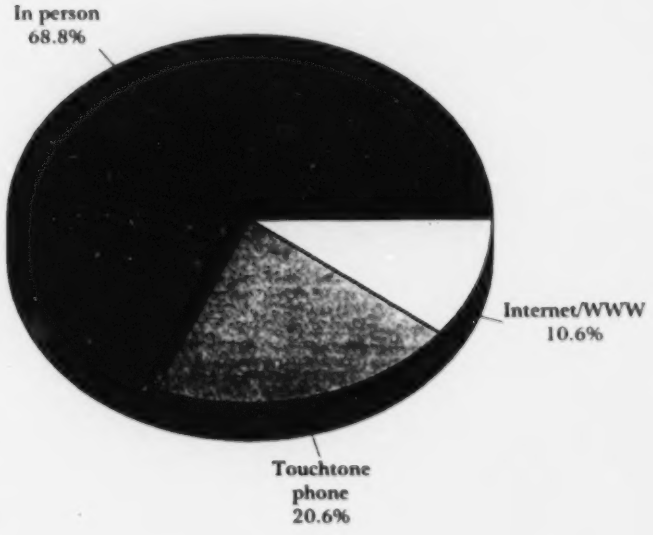


How did new JCCC students register for class?

Almost 70% of new students registered in person, 21% used a touchtone phone, and 11% registered via the Internet (see Table 11, Appendix A, and Figure 14, below).

A higher proportion of *nontraditional* than *traditional students* registered in person (76% compared with 64%), while, conversely, more *traditional* than *nontraditional students* registered by touchtone phone (25% compared with 15%).

Figure 14
How Students Registered for Class

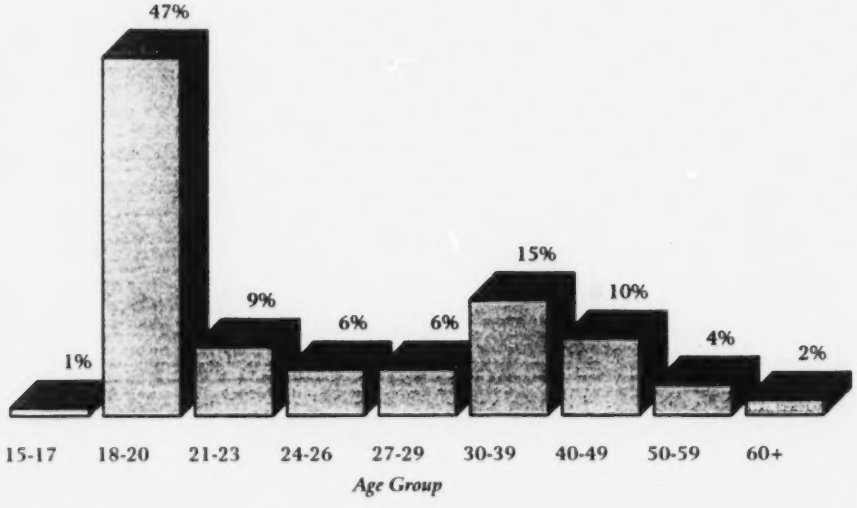


What are the demographic characteristics of the new students?

Age

- *Traditional students* (23 or younger) comprised 57% of those surveyed and *nontraditional students* (24 or older) comprised 43% (See Table 12, Appendix A, and Figure 15, below.)
- About one-quarter of the new students were in the 30-49 age group.
- The mean age of the new students surveyed was 27 years.

Figure 15
Age



Gender

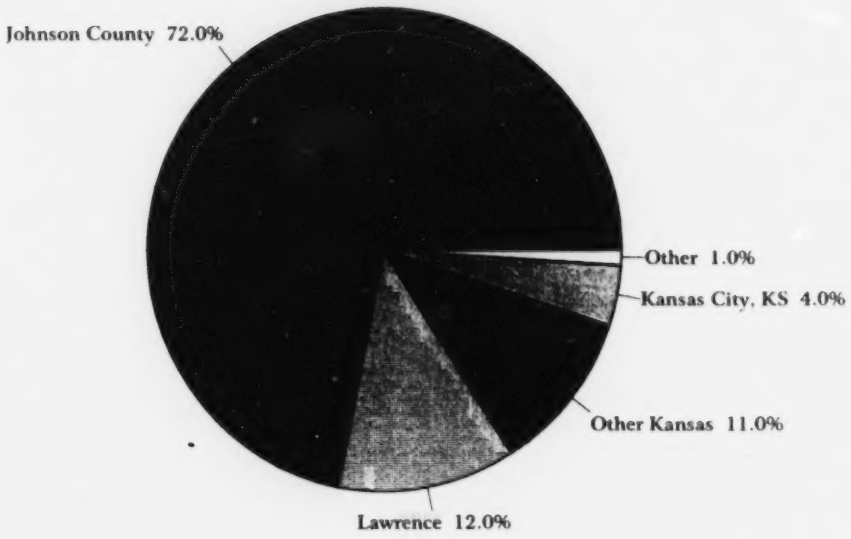
- Sixty-two percent of the new students surveyed were female. This is higher than the 54% of females in the student body as reported in the Fall 1998 Enrollment Report.

Where do new JCCC students live?

- Seventy-two percent of the new students listed Johnson County zip codes for their home and an additional 12% listed Lawrence zip codes, The remaining new students were from Kansas City, Kansas (4%); other Kansas areas (11%); and areas outside Kansas (1%). (See Table 13, Appendix A, and Figure 16, below.)

- Table 14 (Appendix A) details the breakdown of student zip codes within Johnson County.

Figure 16
Residence of New Students
(based on zip codes)



How do results from the 1998 and 1997 New Student Surveys differ, if at all?

- Results from the 1998 and 1997 New Student Surveys are similar in many respects.
- The overall ratings of JCCC for 1998 and 1997 are virtually identical, 4.25 and 4.30, respectively (on a 5-point scale with 5=Excellent and 4=Good).
- Selected findings that differ for these two years are presented in Table 15, Appendix A.
- The mean age of 1998 respondents was 27.3, compared with 28.9 for 1997.
- Educational objective was fairly similar between the two years, although from 1997 to 1998 there was a slight *decrease* in the objectives transfer to another college/university and improve skills for present job and a slight *increase* in the objectives explore courses to decide on career and prepare to enter job market.
- Most notable decreases in mean influences (on a 3-point scale, with 3=Major Influence, 2=Minor Influence, and 1=Not an Influence) on the student's decision to attend JCCC include location of campus (mean=2.28 for 1998, compared with 2.52 for 1997), high quality teaching (mean=2.15 for 1998, down from 2.38 for 1997), advice of friends or relatives (mean=1.50 for 1998, compared with 1.67 for 1997), class times fit my schedule (mean=2.48 for 1998, down from 2.62 in 1997).
- The top four television stations retained the same order based on viewership. Respondent choice of WDAF FOX as the TV station watched most often increased from 26% in 1997 to 34% in 1998, while viewership of KSHB NBC decreased from 22% to 19% during the same period.
- Three of the top five radio stations for 1998 are the same as for 1997: KMXV, KLZR, and KQRC (see Table 15, Appendix A.) The other two, KCHZ and KOZN, are new.
- In 1998, a higher proportion of new student respondents heard about JCCC from the following sources (compared with 1997); friend/relative, brochures, television ad, and talking with a college representative (see Table 15, Appendix A, and Figure 17, next page). Conversely, the proportion of student respondents who heard about JCCC through the college catalog or through the schedule of classes dropped between 1997 and 1998.

Figure 17
Sources by Which Students Heard About JCCC: 1998 vs. 1997

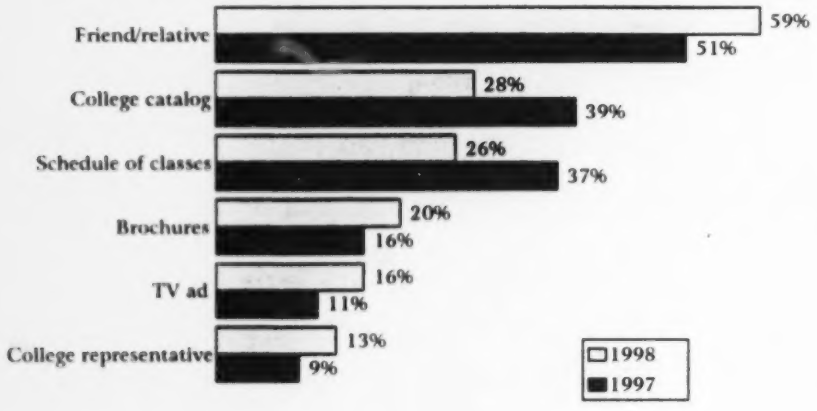


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Table 1

OVERALL RATING OF JCCC

	Total*	Age 23 or Younger	Age 24 or Older	Female	Male
Excellent (5)	39.1%	37.9%	40.5%	40.9%	37.3%
Good (4)	50.2	51.5	48.6	49.6	50.2
Average (3)	7.7	7.5	8.1	8.2	7.2
Fair (2)	2.3	2.3	2.5	1.0	4.6
Poor (1)	0.6	0.8	0.4	0.2	0.8
MEAN	4.25	4.24	4.26	4.30	4.19
No. of respondents	685	398	284	413	263

Note: Sub-groups may not add to the total due to missing responses.

Table 2

WHAT STUDENTS LIKE BEST ABOUT JCCC

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Inexpensive, reasonable	41.5%	37.7%	47.0%	40.3%	43.2%
Small class sizes	41.5	53.9	25.0	44.7	37.3
Attractive, well-maintained campus	32.0	36.4	26.0	31.2	33.6
Friendly teachers	27.5	32.0	21.4	28.7	25.8
Convenient location	27.2	22.2	33.6	25.5	30.6
Good, knowledgeable teachers	25.5	22.7	29.3	24.5	27.3
Times classes offered	25.4	20.7	31.9	25.5	25.1
Computers, technology	19.4	17.2	22.0	16.9	23.2
Variety of classes offered	17.4	14.5	21.4	18.1	15.9
Helpful, service-oriented	16.7	17.5	15.8	19.7	12.2
Good facility	14.2	13.1	15.8	11.6	18.8
Individual attention	11.9	15.0	7.9	13.9	9.2
Reputation	11.1	9.9	12.8	11.6	10.3
Friendly, caring students	4.1	4.9	3.0	5.1	2.6
Other	3.6	2.7	4.9	2.8	4.8
No. of respondents	713	406	304	432	271

Note: Multiple responses allowed. Percentages based on the number of respondents who answered the question. Sub-groups may not add to the total due to missing responses.

Table 3

WHAT STUDENTS LIKE LEAST ABOUT JCCC

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Parking	46.8%	53.7%	37.5%	48.8%	43.5%
Only a two-year school	29.7	35.5	22.4	31.7	27.3
Too much smoke	17.1	24.9	6.9	18.3	14.8
Enrollment confusing, complicated	13.9	13.1	15.1	11.3	18.5
Nothing - I like everything!	13.3	9.6	18.1	12.7	14.4
Hard to find way around campus	12.9	10.6	15.8	12.5	12.9
Classes that are full/cancelled	12.2	11.6	13.2	11.3	13.7
Social life	10.5	16.5	2.6	8.8	13.7
Specific teacher	8.3	10.1	5.9	8.6	8.1
Inconvenient location	5.6	6.2	4.9	6.3	4.8
Unfriendly, uncaring students	3.9	4.4	3.3	3.2	4.8
Poor teachers	2.1	2.2	2.0	1.6	3.0
Campus too big	1.0	0.7	1.3	0.9	1.1
Unfriendly, uncaring teachers	0.8	1.0	0.7	0.7	0.7
Other	7.8	7.6	7.9	7.6	8.5
No. of respondents	713	406	304	432	271

Note: Multiple responses allowed. Percentages based on the number of respondents who answered the question. Sub-groups may not add to the total due to missing responses.

Table 4

EDUCATIONAL OBJECTIVE

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
Transfer to another college/university	35.8%	54.1%	11.5%	36.9%	34.3%
Prepare to change careers	13.9	2.5	29.3	14.2	13.7
Personal interest/self-improvement	11.8	3.2	23.4	11.1	12.5
Explore courses to decide on career	11.5	16.5	4.9	12.8	9.2
Prepare to enter job market	11.0	13.6	6.9	11.6	10.0
Improve skills for present job	8.6	2.2	17.1	7.2	10.7
Remedy or review basic skills	1.1	0.7	1.6	1.4	0.7
More than one reason	3.2	2.7	3.9	2.3	4.8
Undecided	3.1	4.4	1.3	2.6	4.1
No. of respondents	712	405	304	432	271

Note: Sub-groups may not add to the total due to missing responses.

Table 5

INFLUENCES ON DECISION TO ATTEND JCCC

	Major Influence =3	Minor Influence =2	Not An Influence =1	Total	Age <24	Age 24+	Female	Male
				MEANS				
Can work while attending	64.1	18.0	17.9	2.46	2.41	2.52	2.45	2.47
Class times fit my schedule	62.4	23.5	14.1	2.48	2.36	2.64	2.48	2.47
Courses offered at JCCC	57.6	29.3	13.0	2.45	2.26	2.72	2.52	2.34
Cost of attending	56.7	29.0	14.2	2.43	2.46	2.39	2.48	2.35
Location of campus	47.3	33.1	19.5	2.28	2.25	2.32	2.34	2.20
High quality teaching	38.1	39.0	22.9	2.15	2.15	2.16	2.25	2.01
Small class size	28.8	40.1	31.0	1.98	2.16	1.72	2.07	1.84
JCCC's vocational/ academic reputation	29.9	36.3	33.8	1.96	1.95	1.99	2.04	1.84
Availability of financial aid	21.4	14.1	64.5	1.57	1.69	1.40	1.71	1.36
College catalog/class schedule/ brochures	18.9	35.7	45.4	1.74	1.68	1.81	1.83	1.58
Advice of parents	11.4	20.5	68.1	1.43	1.70	1.07	1.46	1.40
Advice of friends/relatives	10.5	28.6	60.9	1.50	1.63	1.31	1.52	1.46
Advertisements about the college	3.9	25.1	70.9	1.33	1.33	1.33	1.37	1.27
Advice of high school counselor/teacher	3.8	12.1	84.1	1.20	1.33	1.02	1.22	1.17
Advice of a college faculty member	2.8	9.7	87.6	1.15	1.19	1.10	1.15	1.16

Table 6

HEARD ABOUT JCCC FROM THESE SOURCES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
From a friend or relative	58.6%	70.0%	43.4%	57.9%	59.4%
College catalog	28.1	23.9	32.9	33.1	19.9
Schedule of classes	25.9	19.7	34.2	28.9	20.7
Letters from the college	25.5	36.7	10.8	29.2	19.2
Brochures	19.8	21.2	18.1	21.8	15.9
Newspaper or magazine ad	16.9	14.0	20.7	18.6	14.0
Radio ad	14.2	18.5	8.6	14.8	13.3
Television ad	16.2	20.4	10.8	17.3	15.1
Talking with college representative	13.3	17.0	8.2	15.5	10.3
Internet/WWW	9.0	9.3	8.9	9.1	9.6
High school newspaper ad	7.3	12.3	0.6	8.1	6.3
Newspaper or magazine article	5.7	5.7	5.9	6.7	4.1
Yellow Pages	2.7	2.5	3.0	3.7	1.1
No. of respondents	713	406	304	432	271

Note: Percentages based on total respondents; multiple responses allowed. Sub-groups may not add to the total due to missing responses.

Table 7

FREQUENCY OF NEWSPAPER READERSHIP

	Never 1	Seldom 2	Weekly 3	Frequently 4	Daily 5	MEAN
Kansas City Star	10.4%	35.5%	24.3%	14.4%	15.3%	2.89
Age 23 and younger	13.5	40.4	20.6	15.7	9.9	2.68
Age 24 and older	6.3	29.5	29.1	12.9	22.2	3.15
Female	12.2	38.5	24.5	13.1	11.5	2.73
Male	7.6	31.2	24.0	16.0	21.3	3.12
Sun Newspapers	65.1%	21.7%	8.9%	4.2%	0.2%	1.53
Age 23 and younger	73.0	17.9	5.9	3.2	0.0	1.39
Age 24 and older	54.1	27.2	12.7	5.6	0.4	1.71
Female	62.3	24.6	9.5	3.3	0.3	1.55
Male	70.2	16.4	7.6	5.9	0.0	1.49
Olathe Daily News	76.4%	14.8%	4.4%	3.4%	0.9%	1.38
Age 23 and younger	76.8	14.7	4.0	3.5	1.1	1.37
Age 24 and older	76.1	14.8	4.9	3.4	0.8	1.38
Female	77.4	14.5	4.8	2.3	1.0	1.35
Male	74.8	15.8	3.8	4.7	0.9	1.41
Lawrence Journal-World	78.6%	9.5%	4.0%	5.4%	2.5%	1.44
Age 23 and younger	76.6	9.6	5.1	6.9	1.9	1.48
Age 24 and older	81.2	9.4	2.6	3.4	3.4	1.38
Female	79.9	8.5	3.8	5.8	2.0	1.41
Male	75.9	11.0	4.6	5.1	3.4	1.49
Pitch Weekly	54.4%	28.8%	8.7%	7.7%	0.5%	1.71
Age 23 and younger	59.7	23.7	8.2	7.9	0.3	1.66
Age 24 and older	47.0	35.9	9.3	7.4	0.4	1.78
Female	57.4	26.4	7.7	8.0	0.5	1.68
Male	50.2	31.7	10.3	7.4	0.4	1.76
USA Today	57.7%	33.8%	3.6%	3.6%	1.4%	1.57
Age 23 and younger	62.7	30.6	4.0	1.9	0.8	1.48
Age 24 and older	50.9	38.4	3.0	5.5	2.2	1.70
Female	62.3	31.9	2.5	3.0	0.3	1.47
Male	50.6	36.4	5.4	4.2	3.3	1.73
Other Newspapers	47.5%	28.9%	9.5%	10.3%	3.7%	1.94
Age 23 and younger	48.6	27.1	9.1	10.8	4.4	1.95
Age 24 and older	46.1	31.6	9.8	9.8	2.7	1.91
Female	47.5	28.2	9.8	11.3	3.2	1.95
Male	47.6	30.0	8.6	9.0	4.7	1.93

Table 8

PREFERRED RADIO STATIONS

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
KMXV - 93.3	42.5%	56.9%	23.7%	49.3%	31.7%
KCHZ-FM	36.3	53.9	13.2	41.7	28.0
KOZN-FM	32.0	41.6	19.4	31.9	32.1
KLZR - 105.9	31.6	46.3	12.2	28.5	36.2
KQRC - 98.9	30.4	39.7	18.4	25.5	38.4
KCFX - 101	26.6	25.6	28.3	22.2	33.6
KNXR-FM	26.4	38.7	10.2	24.3	29.5
KBEQ - 104.3	21.7	27.3	14.5	25.5	15.5
KFKF - 94.1	20.8	24.4	16.1	26.2	12.2
KUDL - 98.1	19.5	18.5	21.1	25.2	9.6
KPRS - 103.3	19.2	28.3	6.9	21.3	15.9
KCMO - 94.9	16.4	18.0	14.1	16.0	17.0
KYYS - 102.1	15.4	15.8	15.1	11.8	21.0
KCIY - 106.5	8.3	2.2	16.4	9.5	5.9
KXTR - 96.5	8.1	4.2	13.5	7.6	9.2
KMBZ - 980 AM	8.1	3.4	14.5	4.2	14.8
KCMO - 810 AM	5.6	1.7	10.9	5.3	6.3
KCUR - 89.3	5.5	0.5	12.2	4.9	5.9
KLJC - 88.5	5.2	2.7	8.6	6.3	3.3
KKFI - 90.1	4.6	3.7	5.9	3.0	6.3
WDAF - 610 AM	3.4	2.5	4.6	2.5	4.4
KCCV-FM	3.1	1.2	5.6	3.2	3.0
KCCV-AM	1.1	0.5	2.0	1.4	0.7
KFEZ	1.0	0.5	1.6	1.4	0.4
OTHER	7.3	6.9	7.9	6.7	8.5
No. of respondents	713	406	304	432	271

Note: Multiple responses; percentages based on total respondents for the category. Sub-groups may not add to the total due to missing responses.

Table 9

TV STATION WATCHED MOST OFTEN

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
WDAF FOX	34.4%	41.2%	25.0%	30.8%	40.0%
KMBC ABC	22.4	19.9	25.7	26.6	15.6
KSHB NBC	18.8	19.9	17.3	18.8	18.8
KCTV CBS	12.8	10.0	16.9	13.3	12.4
KCPT PUBLIC	2.7	0.8	5.5	1.8	4.4
KSMO INDE.	3.1	3.4	2.2	3.0	3.2
KYFC	0.3	0.5	0.0	0.5	0.0
More than one	5.5	4.2	7.4	5.3	5.6
No. of respondents	655	381	272	399	250

Note: Sub-groups may not add to the total due to missing responses.

Table 10

WHEN STUDENTS REGISTERED FOR CLASSES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
On-campus registration (mid-August)	52.2%	49.5%	56.0%	51.8%	52.8%
Early registration (July)	36.7	40.2	32.1	39.1	33.0
Late registration (first week of classes)	9.1	8.0	10.2	8.2	10.5
Don't know	1.7	2.3	1.0	0.7	3.4
More than one answer	0.3	0.0	0.7	0.2	0.4
No. of respondents	694	398	293	417	271

Note: Sub-groups may not add to the total due to missing responses.

Table 11

HOW STUDENTS REGISTERED FOR CLASSES

	Total	Age 23 or Younger	Age 24 or Older	Female	Male
In person	68.8%	63.5%	75.7%	65.8%	73.6%
Touchtone phone	20.6	24.8	15.1	23.9	15.5
Internet/WWW	10.6	11.6	9.2	10.4	10.9
No. of respondents	690	395	292	415	271

Note: Sub-groups may not add to the total due to missing responses.

Table 12

DEMOGRAPHIC PROFILE

	Total	Female	Male
Age			
15-17	1.0%	1.2%	0.4%
18-20	46.8	47.0	47.2
21-23	9.4	9.5	9.2
24-26	5.6	4.9	6.6
27-29	5.6	6.0	5.2
30-39	14.9	14.7	15.1
40-49	10.1	11.4	8.1
50-59	4.2	3.7	4.8
60+	2.1	1.4	3.3
MEAN	27.3	27.0	27.7
No. of respondents	710	430	271
Gender	**Total**	**Age 23 or Younger**	**Age 24+**
Female	61.5%	61.7%	59.9%
Male	38.5	38.3	39.1
No. of respondents	703	402	299

Note: Sub-groups may not add to the total due to missing responses.

Table 13

AREAS OF RESIDENCE

Students' Areas of Residence (as determined by students' home zip codes)	Number	Percent of Total
Johnson County		
Overland Park	177	25.3%
Eastern Suburbs	33	4.7
Northern Suburbs	45	6.4
Olathe	133	19.0
Shawnee/Lenexa	86	12.3
Southern Rural	13	1.9
Western Rural	18	2.6
Sub-total Johnson County	505	72.2
Kansas City, Ks	28	4.0
Lawrence, Ks	83	11.8
Missouri	4	0.6
Other Kansas	77	11.0
Other	4	0.6
No. of respondents	701	100.2%

Table 14

ZIP CODES WITHIN JOHNSON COUNTY

City/Zip	Number	Percent
Overland Park		
66204	20	4.0%
66207	18	3.6
66212	54	10.7
66214	18	3.6
66213	24	4.8
66210	28	5.5
66221	1	0.2
66223	7	1.4
66224	7	1.4
Eastern Suburbs		
66208 PV	17	3.4
66206 Leawood	2	0.4
66209 Leawood	12	2.4
66211 Leawood	2	0.4
Northern Suburbs		
66201 Merriam	1	0.2
66202 Merriam	11	2.2.
66203 Merriam	24	4.8
66205 RP/Fairway	9	1.8
Olathe		
66061	50	9.9
66062	83	16.4

Table 14 (cont'd)

ZIP CODES WITHIN JOHNSON COUNTY

	Number	Percent
Shawnee & Lenexa		
66216 Shawnee	28	5.5%
66217 Shawnee	5	1.0
66218 Shawnee	4	0.8
66225 Shawnee	1	0.2
66226 Shawnee	4	0.8
66215 Lenexa	26	5.2
66219 Lenexa	12	2.4
66220 Lenexa	2	0.4
66227 Lenexa	4	0.8
Southern Rural		
66013 Bucyrus	2	0.4
66083 Spring Hill	5	1.0
66085 Stilwell	6	1.2
Western Rural		
66018 Desoto	4	0.8
66021 Edgerton	3	0.6
66025 Eudora	4	0.8
66030 Gardner	7	1.4
No. of respondents	505	100.4%

Table 15

COMPARISON OF SELECTED
NEW STUDENT SURVEY RESULTS FOR 1998 AND 1997

	1998 %	1997 %
Mean Overall Rating *(1=Poor, 5=Excellent)*	4.25	4.30
Educational Objective		
Transfer to another college/university	35.8%	39.3%
Improve skills for present job	8.6	12.1
Prepare to change careers	13.9	11.9
Personal interest/self-improvement	11.8	11.7
Explore courses to decide on career	11.5	7.8
Prepare to enter job market	11.0	7.6
Remedy or review basic skills	1.1	0.5
More than one reason	3.2	6.4
Undecided	3.1	2.6
Mean Influences on Decision to Attend JCCC *(3=Major, 2=Minor, 1=Not an influence)*		
Class times fit my schedule	2.48	2.62
Can work while attending	2.46	2.56
Location of campus	2.28	2.52
Courses offered at JCCC	2.45	2.56
Cost of attending	2.43	2.51
High quality teaching	2.15	2.38
Small class size	1.98	2.12
JCCC's vocational/academic reputation	1.96	2.11
Availability of financial aid	1.57	1.59
Advice of friends/relatives	1.50	1.67
Advice of parents	1.43	1.53
Advertisements about the college	1.33	1.41
Advice of high school counselor/teacher	1.20	1.27
Advice of a college faculty member	1.15	1.25
College catalog/class schedule/brochures	1.74	n/a

Table 15 (cont'd)

COMPARISON OF SELECTED
NEW STUDENT SURVEY RESULTS FOR 1998 AND 1997

	1998 %	1997 %
Heard About JCCC From These Sources		
From a friend or relative	58.6%	51.4%
College catalog	28.1	38.6
Schedule of classes	25.9	36.8
Letters from the college	25.5	23.3
Brochures	19.8	15.9
Newspaper or magazine ad	16.9	14.1
Radio ad	14.2	13.5
Television ad	16.2	11.3
Talking with college representative	13.3	9.2
Internet/WWW (write-in)	9.0	7.7
High school newspaper ad	7.3	6.2
Newspaper or magazine article	5.7	5.3
Yellow Pages	2.7	2.1
TV Station Watched Most Often		
WDAF FOX	34.4%	26.0%
KMBC ABC	22.4	23.2
KSHB NBC	18.8	22.0
KCTV CBS	12.8	10.5
KSMO INDE.	2.7	3.3
KCPT PUBLIC	3.1	4.4
More than one	5.5	10.6
Mean Age	27.3	28.9

Table 15 (cont'd)

COMPARISON OF SELECTED
NEW STUDENT SURVEY RESULTS FOR 1998 AND 1997

	1998 %	1997 %
Top Preferred Radio Stations		
KMXV - 93.3	42.5%	44.7%
KCHZ-FM	36.3	n/a
KOZN-FM	32.0	n/a
KLZR - 105.9	31.6	29.2
KQRC - 98.9	30.4	29.7
KCFX - 101	26.6	31.0
KNXR-FM	26.4	n/a
KBEQ - 104.3	21.7	20.5
KFKF - 94.1	20.8	21.8
KUDL - 98.1	19.5	21.3
KPRS - 103.3	19.2	17.2
KYYS - 102.1	15.4	30.9
KISS - 107.3	n/a	30.9
KCMO - 94.9	16.4	17.7

APPENDIX B

QUESTIONNAIRE AND COVER LETTER

FALL 1998 FIRST-TIME STUDENT SURVEY

Johnson County Community College

12345 College Boulevard Overland Park, KS 66210-1299 (913) 469-8500

Dear New Student,

Johnson County Community College is conducting this survey to evaluate and improve our services to you. Your responses will be kept strictly confidential and reported as grouped data only. Please return your completed survey in the enclosed postpaid envelope. Thank you for your help! NOTE: Please fill in the bubbles completely. Do not use red ink.

---

1. Overall, based on your experience as a new student, how would you rate JCCC?

Poor Fair Average Good Excellent

2. Which of the following do you like BEST about JCCC? (Mark UP TO 3)

- Attractive, well-maintained campus
- Computers, technology
- Convenient location
- Friendly, caring students
- Friendly teachers
- Good facility
- Good, knowledgeable teachers
- Helpful, service-oriented
- Individual attention
- Inexpensive, reasonable
- Reputation
- Small class sizes
- Times classes offered
- Variety of classes offered
- Other _____

3. Which of the following do you like LEAST about JCCC? (Mark UP TO 3)

- Campus too big
- Classes that are full/cancelled
- Enrollment confusing, complicated
- Hard to find way around campus
- Inconvenient location
- Only a two-year school
- Parking
- Poor teachers
- Social life
- Specific teacher
- Too much smoke
- Unfriendly, uncaring students
- Unfriendly, uncaring teachers
- Nothing - I like everything!
- Other _____

4. Which of the following best describes your reason for coming to JCCC? (Mark only ONE)

- Transfer to another college/university
- Prepare to enter job market
- Improve skills for present job
- Explore courses to decide on career
- Remedy or review basic skills
- Personal interest or self-improvement
- Prepare to change careers
- Undecided

Indicate whether each of the following is a Major Influence, Minor Influence, or Not an Influence on your decision to attend JCCC. Mark the response that BEST describes your experience.

	Not an Influence	Minor Influence	Major Influence
5. Courses offered at JCCC.			
6. JCCC's vocational/academic reputation. . . .			
7. Cost of attending.			
8. Location of campus.			
9. Advice of parents			
10. Advice of friends/relatives attending JCCC.			
11. Advice of high school counselor/teacher. . .			
12. Advice of a college faculty member.			
13. Small class size.			
14. High quality teaching.			
15. Can work while attending.			
16. Advertisements about the college.			
17. Class times fit my schedule.			
18. Availability of financial aid.			
19. College catalog/class schedule/brochures. . .			

20. About the time you enrolled, do you remember hearing about JCCC from any of these sources? (Mark all that apply)

- Newspaper or magazine ad
- Letters from the College
- Talking with College representative
- Newspaper or magazine article
- High school newspaper ad
- Radio ad
- Television ad
- Yellow Pages
- Brochures
- From a friend/relative
- Schedule of classes
- College catalog
- Internet/WWW

21. When did you register for classes this semester? (Mark only ONE)

Early registration (July)	On-campus (mid-August)	Late (1st week of class)	Don't know

22. How did you register for classes this semester? (Mark only ONE)

In person	Touchtone phone	Internet/WWW

23. **How often do you read the following newspapers?**

	Never	Seldom	Weekly	Fre-quently	Daily
Kansas City Star					
Olathe Daily News					
Sun Newspapers					
Lawrence Journal-World					
Pitch Weekly					
USA Today					
Other newspapers					

25. **What TV station do you watch MOST often? (Mark only ONE)**

- WDAF Ch. 4 (Fox)
- KCTV Ch. 5 (CBS)
- KMBC Ch. 9 (ABC)
- KSHB Ch. 41 (NBC)
- KSMO Ch. 62 (Indep.)
- KCPT Ch. 19 (Public)
- KYFC Ch. 50

26. **Have you ever taken a credit class at JCCC before Fall 1998**

Yes No

27. **Gender** Male Female

28. **Age**

29. **Zip Code of Your Residence**

24. **What radio station(s) do you prefe**
(Mark all that apply)

- KLJC-FM (88.5)
- KCUR-FM (89.3)
- KKFI-FM (90.1)
- KCCV-FM (92.3)
- KMXV-FM (93.3)
- KFKF-FM (94.1)
- KCMO-FM (94.9)
- KCHZ-FM (95.7)
- KXTR-FM (96.5)
- KUDL-FM (98.1)
- KQRC-FM (98.9)
- KYYS-FM (99.7)
- KCFX-FM (101.1)
- KOZN-FM (102.1)
- KPRS-FM (103.3)
- KBEQ-FM (104.3)
- KLZR-FM (105.9)
- KCIY-FM (106.5)
- KNXR-FM (107.3)
- WDAF-AM (610)
- KCMO-AM (710)
- KCCV-AM (760)
- KMBZ-AM (980)
- KFEZ-AM (1340)
- OTHER _____

Please write any comments about JCCC in the space below or on the back of this page.

Please return your completed survey in the enclosed postpaid envelope. Thank you!

October 1998

Dear New JCCC Student:

The faculty, administration and staff welcome you to Johnson County Community College!

We would like your assistance with a project that is conducted annually by the Office of Institutional Research to learn more about new students as educational consumers. Information from this survey will provide us with data necessary to evaluate college programs and services.

Please take a few minutes to complete the enclosed survey. When you have finished, return it to the college in the enclosed postage-paid business reply envelope. All responses will be kept strictly confidential and reported as grouped data only. Direct questions regarding this survey to the Office of Institutional Research, (913) 469-8500, ext. 2443.

Please return the completed survey by November 25, 1998. Thank you for your help!

Sincerely,

Dan Radakovich
Vice President, Academic Affairs

Enclosures